



## ISSUES OF THE IMPACT OF ECO-FASHION DEVELOPMENT ON THE SOCIAL AND ECONOMIC ENVIRONMENT

---

*National Institute of Art and Design  
named after Kamoliddin Behzod  
Teacher of the "Clothing Design" department  
Irgasheva Masuda Makhamadnazimovna*

### Annotation

The article focuses on eco-fashion, that is, ecological fashion, clothing, accessories and other fashion products in the process of development and use; the continuation of eco-fashion and the growing influence of fashion on the ecological, social and economic environment are analyzed.

**Keywords:**eco-fashion, waste-free design, efficient design, sustainable fashion, trend, production, consumer.

Modern fashion trend dresses are available for consumers at different price levels. Eco-fashion, that is, ecological fashion, focuses on the ecological environment during the development and use of clothing, accessories and other fashion products. The continuation of eco-fashion means the growth of fashion with its impact on the ecological, social and economic environment.

The following important ways can be considered to ensure that the development of eco-fashion has a positive impact on the social and economic environment.

**Selection of materials:** eco-fashion requires the use of short-lived materials, the use of materials that are transformed into products used in other designs during its recycling period. This includes natural materials, cotton, linen, hemp and other ecological materials instead of plastic and other harmful materials.

**Processing processes:** eco-fashion, includes learning and processing processes, and does not use industrial waste and volatile substances. This requires efficient use of energy and water, over-processing, and commitment to managing the propagation processes.

**Temporary fashion:** eco-fashion requires the pursuit of fashion that repeats itself over time. This requires immediate and successful production of the latest fashion trends for consumers.

**Contributing to a participatory and social environment:** Eco-fashion includes a social and participatory environment. The designs used in the new dress allow for



the development of international cooperation and mutual respect in a social environment.

**Recycling and recyclable products:** eco-fashion requires the organization of product recycling processes and the strengthening of technologies used in the recycling of manufactured products. This allows for the creation of recyclable clothing that does not harm the environment, or reduces harm.

There are many brands and designers who follow this type of eco-fashion principles. Some examples of them are called "Eco Fashion" (Ecological Fashion) or "Sustainable Fashion" (Simple Fashion).

**Optimization of Distribution Processes:** Eco-fashion requires studying and optimizing every process of fashion according to integrity and ecology. This includes good management of material selection, handling and transportation processes.

**Technological innovation:** eco-fashion includes its connection to technological innovation. The production of new, ecological and short-lived materials requires the support of new technologies to effectively manage distribution processes and make the various processes of fashion simple, transparent and ecological.

**Consumer Impact:** Eco-fashion provides awareness to consumers about the ecological structure of fashion, its production and use. It is important to strengthen communication and education processes to develop relationships between clients, vendors and designers.

**Social cooperation and mutual support:** eco-fashion promotes the growth of social cooperation and mutual support among emerging brands, designers and entrepreneurs. It includes the theme of events in the field of fashion, building relationships with users, communication between creators of ecological design and exhibitions.

**Keeping customers informed:** It is important to inform customers about news and new products in the eco-fashion industry. It is also important to warn customers about the social and environmental impact of fashion, to explain that the harmful effects of fashion are reduced.

**Additional events and activities:** It is important to organize additional events, exhibitions and fashion shows to present innovations in the field of eco-fashion. These events serve to improve the social environment of new ideas, technologies and designs in the field of fashion.

**Expanding the scope of fashion:** eco-fashion requires expanding the basic scope of fashion. This means adapting to the latest fashion trends and incorporating new



models and designs. It creates an opportunity to expand the scope of fashion, connect it with other areas and integrate new considerations.

**Multi-directional collaboration between designers and brands:** It is important to establish multi-directional collaborations between designers and brands in the eco-fashion industry. Co-production, development in all its aspects according to the principles of ecological and social loyalty, use of innovative technologies and teaching each other, create opportunities for cooperation between the creators of the industry.

**Teaching the economic benefits of eco-design and fashion:** It is important to establish guidelines to explain the ecological structure and production of fashion, the economic benefits and ecological level of fashion. These guidelines will help fashion industry employees, designers, marketers and other industry participants to become interested in eco-fashion and develop a rich mindset in this field.

**Giving additional exposure to casual fashion models:** It is important to give additional exposure to casual fashion models in the environmental field in order to inform society about the social and environmental applications of fashion. The models are required to explain the registered types of eco-friendly fashion, as well as to teach and support what parts of the industry they are made of and the social and environmental impact of what is produced.

**Optimizing the delivery of finished products:** eco-fashion strives to make fashion's transportation processes ecological and economical as well. It is important to choose the most effective product delivery systems, provide and develop convenient delivery systems for selling simple fashion products.

**Elevating collections to a level of relevance:** To increase the environmental and social impact of clothing, each new collection in simple fashion seeks to raise the level of relevance. Such collections play an important role in informing the ecological structure and how fashion affects the social environment, changing the social environment, showcasing the latest trends and increasing interest in simple fashion.

**Helping free and social projects:** Eco-fashion operators, companies and sellers can help free and social projects. Through these events, it is important to carry out projects for casual fashion and eco-fashion, exchange ideas and create laboratories for new approaches in casual fashion.

These step-by-step follow-up activities will help to increase the development of fashion in the direction of eco-fashion and ecological fashion. Eco-fashion is taking new approaches to transform content that includes fashion's impact on the social and



environmental environment. This can help create a more effective collaboration between industry creators, vendors, and customers in building mutual trust and loyalty.

Eco-fashion requires new information about the social and environmental impact of fashion, cross-referencing and organizing events, and creating an environment where everyone in the industry is firmly driven. This opens up opportunities for all actors in the industry to act responsibly and environmentally. Such work in the field of eco-fashion is a continuous process, making production processes simple and ecological, choosing and presenting the materials used in eco-fashion correctly, changing the international participation of fashion and moderate creative approaches. includes rice. It has been proven in practice to achieve good results in increasing loyalty, ecological and social commitment for all participants in the industry.

#### REFERENCES

1. Yunusxodjayeva, S. A. (2023). BARQAROR MODANI SHAKLLANTIRISHDA TRANSFORMATSIYALANUVCHI LIBOSLARNING O'RNI VA ULARDA AN'ANAVIY LIBOS ELEMENTLARINING QO'LLANILISHI. *Oriental renaissance: Innovative, educational, natural and social sciences*, 3(2), 360-365.
2. Юнусходжаева, С. А. (2019). ЁШ РАССОМНИ ЎҚИТИШДА САМАРАЛИ УСУЛЛАРДАН ФОЙДАЛАНИШ. *ПЕРЕКРЁСТОК КУЛЬТУРЫ*, 1(4).
3. Юнусходжаева, С. А. (2020). КАСБ ТАЪЛИМИ ЙЎНАЛИШИДАГИ ТАЛАБАЛАРНИ ЎҚИТИШДА КАСБИЙ БИЛИМНИ ЧУҚУР ЎЗЛАШТИРГАН МУТАХАССИСЛАРНИ ТАРБИЯЛАШ ВА МИЛЛИЙ ЛИБОСЛАРИМИЗГА ОИД БИЛИМЛАРИНИ РИВОЖЛАНТИРИШНИНГ АФЗАЛЛИК ЖИХАТЛАРИ. *ПЕРЕКРЁСТОК КУЛЬТУРЫ*, 2(4).
4. Abutalibovna, Y. S., & Muratovna, K. U. (2022). Formation of the national clothes of the inhabitants of Surkhandarya under the influence of local living conditions. *Eurasian Journal of History, Geography and Economics*, 5, 31-35.
5. Zaripova, M. S. (2022). TRAINING OF A FUTURE DESIGNER IN THE PROCESS OF CREATING A MODEL FOR A DESIGNER-ENGINEER, TECHNOLOGIST, ECONOMY, MASTER. *Oriental renaissance: Innovative, educational, natural and social sciences*, 2(Special Issue 4-2), 115-121.



6. Ernazarovna, U. G. (2022). THE FORMATION OF THE DESIGN TERM AND HISTORY OF DEVELOPMENT. TA'LIM VA RIVOJLANISH TAHLILI ONLAYN ILMIY JURNALI, 96-102.

7. UMAROVA, Z. KOSTYUM DIZAYNI TA'LIMINI MODERNIZATSIYALASHNING AKTUAL TAMOYILLARI. O 'ZBEKISTON MILLIY UNIVERSITETI XABARLARI, 2020,[1/2] ISSN 2181-7324.

8. Ernazarovna, U. G. (2022). The Role of " Design-thinking" in the formation of artistic and design activities of future specialists. Ta'lim va rivojlanish tahlili onlayn ilmiy jurnali, 103-105.

9. Ernazarovna,U.G.(2022). THE FORMATION OF THE DESIGN TERM AND HISTORY OF DEVELOPMENT. TA'LIM VA RIVOJLANISH TAHLILI ONLAYN ILMIY JURNALI, 96-102.

10. Зарипова, М. А., & Хаитова, З. П. (2022). ЗАМОНАВИЙ ЛИБОС ДИЗАЙНИ СОҲАСИ РИВОЖИДА КОНЦЕПТУАЛ МОДА ТЕНДЕНЦИЯЛАРИНИНГ ЎРНИ. ПЕРЕКРЁСТОК КУЛЬТУРЫ, 4(3).

11. Хаитова, З. П. (2023). ИННОВАЦИОН ТЕХНОЛОГИЯ ВА ИХТИРОЛАРНИНГ МОДА СОҲАСИНИ РИВОЖЛАНТИРИШДАГИ АКТУАЛЛИГИ. Oriental renaissance: Innovative, educational, natural and social sciences, 3(9), 696-700.

12. Haitova, Z. P. (2022). Problems of Theory and Practice of the Room in the Context of Post-Consumer Culture. Zien Journal of Social Sciences and Humanities, 9, 1-3.

13. Zayniddinovich, R. A. (2022). The Study of Certain Types of Natural Fibers Determination of Their Properties by Organoleptic and Laboratory Methods. Eurasian Research Bulletin, 5, 1-5.

14. Rashidov, A. Z. (2023). DIZAYNERDA IJODKORLIK XUSUSIYATLARINI RIVOJLANISHI UCHUN TURLI IJOBIY TURTKI BO'LISHI MUMKIN BO'LGAN MAXSUS QOBILİYATLARINI RIVOJLANTIRUVCHI TA'MINOTNI TO'LDIRISHDA PEDAGOGNING ROLI. Oriental renaissance: Innovative, educational, natural and social sciences, 3(1), 256-258.